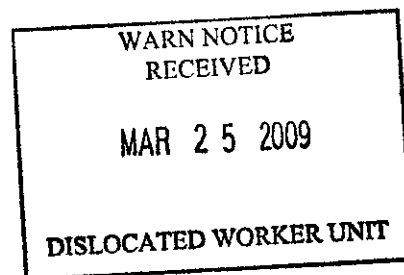




Jennifer Long  
Indiana Department of Workforce Development  
10 North Senate Avenue  
Indianapolis, IN 46204



March 25, 2009

Re: Worker Adjustment and Retraining Notification Act Notice

Dear Ms. Long:

As required by the Worker Adjustment and Retraining Notification Act, 29 U.S.C. § 2102, this letter will serve as your notification that Direct Brands, Inc. plans to permanently layoff approximately 151 employees from its facility located at 6550 E. 30<sup>th</sup> Street, Indianapolis, Indiana 46219. The separations are expected to take place beginning on or about June 1, 2009 and to continue through March 31, 2010.

Additional information including a list of job titles and number of employees affected in each classification, the anticipated schedule of layoff and information concerning bumping rights is available on site.

If you need further information, please contact Jan Miller at 812-466-8379.

Sincerely,

A handwritten signature in black ink that reads "Jan Miller".

Jan Miller  
Sr. Director, Human Resources

6698321.1 (OGLETREE)

Direct Brands, Inc.  
6550 E. 30th Street | Indianapolis, IN 46219  
Phone 812-466-8181